



Michael

ANDERSON

FOUNDER & LEAD DESIGNER

Dynamic Leather Footwear Artisan and entrepreneur with a focus on innovative design and small business growth within the artisanal leather industry. With over 8 years of experience, this professional has successfully launched and scaled a bespoke footwear brand that emphasizes individuality and craftsmanship. Expertise in creating unique, custom designs that resonate with discerning consumers seeking personalized products.

CONTACT

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SKILLS

- Entrepreneurship
- Digital marketing
- Custom design
- Artisan craftsmanship
- Client engagement
- Business management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNIVERSITY OF WISCONSIN, 2014

ACHIEVEMENTS

- Grew sales by 200% in the first year of operations.
- Received 'Best New Artisan Brand' award at the National Leather Show in 2022.
- Expanded product line, introducing over 30 new designs within 2 years.

WORK EXPERIENCE

FOUNDER & LEAD DESIGNER

Bespoke Leather Co.
2020 - 2025

- Established a bespoke footwear brand specializing in custom leather designs.
- Designed and produced unique footwear for an exclusive clientele.
- Developed an online platform to showcase products and engage customers.
- Utilized social media marketing to increase brand recognition and sales.
- Managed all aspects of business operations, from design to delivery.
- Participated in artisan fairs to promote brand and connect with customers.

LEATHER ARTISAN

Heritage Footwear
2015 - 2020

- Crafted high-quality leather shoes using traditional techniques.
- Collaborated with designers to create seasonal collections.
- Maintained production schedules to meet customer demand.
- Trained apprentices in artisanal leatherworking skills.
- Developed innovative designs that increased product offerings.
- Participated in quality assessments to ensure craftsmanship standards.